



# Brama Chocolates

"Give into the desire"

December 2018

Volume 1, Number 3



## Company Overview

Brama Chocolates is a company dedicated to providing only the best luxury chocolate to our customers. We offer many different varieties of chocolate and guarantee satisfaction.

## Company Mission

Brama Chocolates offers a variety of flavors and ways to personalize your box of chocolate to not only appeal, but to make every box of Brama Chocolate custom to you. Brama Chocolate is perfect for any occasion or simple craving, give into the desire and treat yourself with only the finest chocolate. Give into the desire, with Brama.

## Upcoming Events:

January:

- 9- Long Island Trade Show
- 11- Bagel Sale
- 15- Pay Day
- 16- Bagel Sale
- 21- Office Closed
- 31- Pay Day

February:

- 14- Valentine's Day
- 15- Pay Day
- 18- Presidents' Day, Office Closed
- 28- Pay Day

## December Birthdays:

Nick Fiumara 12/11

## Social Media:

Follow us on social media! Feel free to contact us!



@bramachocolates



@bramachocolates



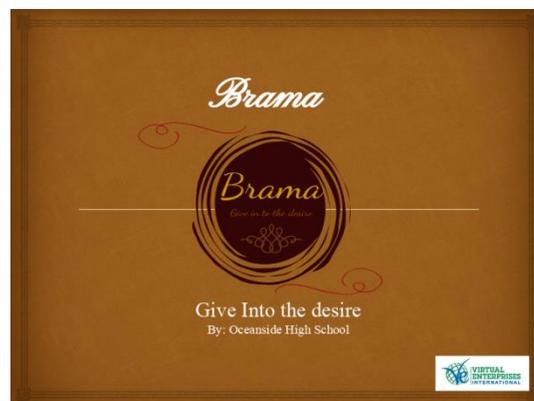
## Holiday Party

On December 21, 2018, our VE firm participated in a holiday party, in which we set up and decorated the office. Each employee had the opportunity to invite three administrators to join the holiday party. While the teachers were enjoying the party, we informed them about our business and website. Each employee brought something in to help contribute to the party.



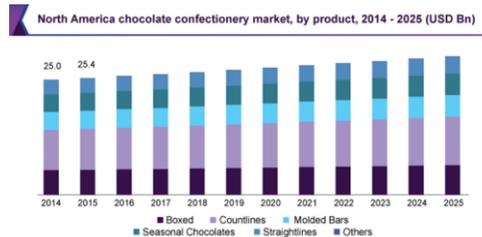
## Trade Show

Here at Brama, our employees are very eager to participate in the Long Island Trade Show on January 9<sup>th</sup>, our team has been preparing in many ways involving perfecting our booth design, practicing the business plan, and preparing for sales.



## Real Industry Trends

With an increase in profits, the U.S. chocolate market is expected to exceed \$20 billion by 2025, according to a firm named, IndexBox. According to Technavio, researchers expect there to be a steady growth of over \$37 billion during 2019-2023. One of the major factors causing this growth is the ability to personalize and differentiate your chocolate. Companies are also taking a lot of time to market their products and attract customers. For example, using more desirable ingredients and better packaging.



## Virtual Industry Trends

As of December, there are still no direct competitors for Brama. Although, there are other companies within the confectionery sector, such as "Sweet Obsessions" that sells edible cookie dough, they don't offer luxury chocolate like Brama.

## Letter from CFO and COO:

Dear Brama Employees,

As we start the new year we have many upcoming events like the January trade show and the super bowl. With these upcoming events we will start to market our new line of chocolate pieces for Super Bowl 2019. We will advertise both teams in our product when we know what teams are going. We have a lot of potential for our company and let's start the new year off right and make as many sales as possible.

Sincerely,

Robert Statler, CFO

Jillian Cascio, COO

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